

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Nov. 24	THANKSGIVING DAY (Thursday).		
Thursday Nov. 24 Just out	COMPLETE BIBLIOGRAPHY	AM. MANAGEMENT ASSN.	330 WEST 42ND STREET
	"Progress in Seven Fields of Management - 1932-1949" is a complete bibliography of the American Management Association's publications during the past 18 years on personnel and industrial relations, insurance, marketing, office management, productions, finance and packaging. It is available without cost from American Management Assn., 330 West 42nd Street, New York 18, N.Y. Publicity: Edward K. Moss, BR. 9-6055.		

WEEK BEGINNING MONDAY, NOVEMBER 28, 1949

Monday Nov. 28 7:00 P.M.	EIGHTH LECTURE	ADV. WOMEN OF N.Y.	HOTEL ASTOR
	The eighth lecture in the Survey of Advertising Course will deal with "Selling with Entertainment" and will be given by Ivor Kenway, American Broadcasting Company. Contact: Hulda Kloenne, CI. 5-4149.		
Monday Nov. 28- Dec. 16	GOLD MEDAL EXHIBITION:	THE ARCHITECTURAL	115 EAST 40TH STREET
	LANDSCAPE ARCHITECTURE	LEAGUE OF NEW YORK	NEW YORK 16, N.Y.
	The first of six monthly gold medal exhibitions will open on this date, and will deal with landscape architecture. A limited number of participants will be asked to prepare more comprehensive exhibits to be hung in the Gold Medal Exhibition of all the arts to be held in the spring of 1950. Open to the public. Contact: Architectural League, MU. 5-8400.		
Tuesday Nov. 29 5:00 P.M.- 7:00 P.M. Cocktails	COCKTAIL PARTY AND BAZAAR	HOME FASHIONS LEAGUE	HOTEL MADISON
		155 EAST 96TH STREET	OAK & GREEN ROOMS
	The Home Fashions League will hold a party and bazaar to raise funds for a mid-town office. Members are urged to come and bring their friends. Prizes have been donated by the following: <u>Fabrics & Curtains</u> : Shulman-Abrash, Brunschwig, Goodall, Kandell, Mallinson, Berkshire, Cameo, D. Kwitman, Clopay, Ellery; <u>Furniture</u> : Molla, Turchin, Stand-Built; <u>Bed & Bath Equipment</u> : Callaway, U.S. Rubber, Morgan-Jones, Cabin Crafts, Kerk-Guild, Fieldcrest, Pearl-Wick, St. Marys, Natl. Carbon, Cannon, Atlas, Plastron, Jimmie Marcus; <u>Table Equipment</u> : Gladding-McBean, Schlumbohm, Post Mart, Broadweve, Reed & Barton, Natl. Silver, Blenko, Fostoria, Imperial, Fisher-Bruce, Heisey, Duncan & Miller, Westmoreland, Fulper, Revere, Friedman, Castleton, Lenox, Libbey, Frank & Sadev, Wedgwood, Justin Tharaud, Boonton Molding, Connor Assoc., North American Lace, Ellison & Spring; <u>Decorative Accessories</u> : Heifetz, Wm. Streeter, Finland Ceramics, Michael Fina, Stanley Firetag, Alice G. Parker, Kathi Urbach, Arpad Rosti; <u>Wallpaper</u> : Imperial, Strahan, Inez Croom; <u>Lamps</u> : Kurt Versen, Greta von Nessen, General Lighting; <u>Wearing Apparel</u> : Owens-Corning, Troy Mills, Lenthieric, Marie Millinery, Geo. Jensen; <u>Miscellaneous</u> : Lincoln Metal, Longines-Wittnauer, M. Barrows, Town & Country, Drury Lane, N.Y. Wire Cloth, California Foods, Old Homestead. Contact: Josephine Brush, SA. 2-1839.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 29 6:30 P.M.	HOLIDAY BUFFET DINNER MEETING Eleven members of Advertising Women of New York, who spent many weeks in Europe this summer, will report on England, France, Belgium, Holland, Switzerland, Italy and Austria. They will display the items of interest that they purchased during their travels. Space is limited to 190 persons but guests are welcome. Tickets are \$4 per person. Contact: Mabel Blake, Advertising Women of N.Y., 1233 Sixth Avenue, N.Y.C., CI. 5-4149.	ADV. WOMEN OF N.Y. 1233 SIXTH AVENUE	ADVERTISING CLUB 23 PARK AVENUE
Tuesday Nov. 29- Jan. 17 7:00 P.M.- 9:30 P.M.	WORKSHOP IN TEXTILE PRINTING AND DESIGN The next workshop class series in Textile Printing and Design, including chemical dye formulae, will begin on this date and be held for fifteen sessions on Tuesdays and Thursdays. It is conducted by Miss Ray Euffa and the class is limited to six students only. Tuition, \$85. plus \$15. lab fee. Contact: Doris Meltzer, CI. 5-8936.	NATIONAL SERIGRAPH SOCIETY	GALLERIES 38 WEST 57TH ST.
Wednesday Nov. 30 Just out	BOOK ON HOOKED RUG DESIGN THE POND-EKBERG CO. A fully-illustrated book on hooked rug design by an outstanding authority on the subject, William Winthrop Kent, is being brought out. In addition to 28 designs, many in full color, by the author, the book also contains some 150 other examples of rugs from many sources. Price \$7.50. Contact: The Pond-Ekberg Co., Springfield 9, Massachusetts.		SPRINGFIELD, MASS.
Thursday Dec. 1 12:45 P.M.	AWARDS TO BE MADE AT LUNCHEON A "Fellow of Textile Research Institute Luncheon" will be the feature of the Institute's Scientific Day. At this luncheon, citations, "Fellow of T.R.I.", will be awarded to William D. Appel, National Bureau of Standards, Frederic Bonnet, American Viscose Corp., and Edward R. Schwartz, Massachusetts Institute of Technology. The charge for the morning and afternoon sessions, which includes the luncheon, is \$8. Open to all who are interested. Contact: D.B. MacMaster, secretary, LE. 2-2196.	TEXTILE RESEARCH INST. 10 EAST 40TH STREET	JADE ROOM WALDORF-ASTORIA
Thursday Dec. 1 3:00 P.M.- 5:00 P.M. Cocktails	PRESS SHOWING OF SPRING LINE A special press showing of their spring textiles will be held by Moss Rose Mfg. Co. For the press, by invitation only. Publicity: Albert Leach, Alfred Auerbach Associates, CO. 5-7805.	MOSS ROSE MFG. CO. 40 EAST 34TH ST.	WARWICK HOTEL PINE ROOM
Thursday Dec. 1- Dec. 2	MEETING OF FINANCIAL EXECUTIVES Financial executives of manufacturers, wholesalers and retailers in all types of business will meet to consider the impact of domestic and world conditions on U.S. economy on these dates. Publicity: Edward K. Moss, BR. 9-6055.	AM. MANAGEMENT ASSN. 330 WEST 42ND STREET	STATLER HOTEL NEW YORK CITY
Thursday Dec. 1 Just out	GARDENING WORKBOOK "The Garden Workbook and Diary" is printed on paper which easily receives either ink or pencil and is filled with notes on seedtime and harvest, and bits of garden counsel and lore. It has been compiled and edited by Wellesley-in-Nassau for the 75th Anniversary Fund of Wellesley College. Publicity: Louise Thomas, CI. 6-1700.	DOUBLEDAY & CO.	14 WEST 49TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 5, 1949</u>			
Monday Dec. 5 7:00 P.M.	NINTH LECTURE The ninth lecture in the Survey of Advertising Course will deal with television and its growth and potential as an advertising medium. Eugene S. Thomas, of WOIC, Washington, D.C. will give the lecture. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Dec. 5- Dec. 10	CURTAIN & DRAPERY MARKET WEEK, NEW YORK CITY. LINES WILL BE SHOWN IN INDIVIDUAL MANUFACTURERS' SHOWROOMS.		
Tuesday Dec. 6 12:30 P.M.	LUNCHEON The monthly luncheon will have as its guest speaker General Carlos P. Romulo, U. N. president. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Tuesday Dec. 6 5:00 P.M. Cocktails	UPHOLSTERY SHOWING America's first line of patterned plastic upholstery will be shown to retailers, furniture manufacturers, designers and the press <u>by invitation only</u> at a cocktail party in the Bowman Room of the Biltmore. There will be an informal discussion by Miss Virginia Pegram, stylist for Bolta. Publicity: Sol Sackel, Bolta Company, Lawrence, Massachusetts.	BOLTA COMPANY	HOTEL BILTMORE
Wednesday Dec. 7 4:00 P.M.- 6:00 P.M.	SHOWROOM OPENING A new showroom will be opened with a cocktail party for buyers, decorators and merchandisers on the 3rd floor. This new firm of manufacturers' representatives will carry occasional furniture and antiques, Sheffield silver, domestic porcelains and Chinese imports and lamps. By invitation only. Contact: Mr. Orr, Reese & Orr, MU. 3-3246.	REESE & ORR	225 FIFTH AVENUE
Dec. 8	REGULAR MEETING, UPH. FURN. MFRS. ASSN., McALPIN HOTEL, NEW YORK CITY.		

ADVANCE DATES AND NOTICES

Monday Dec. 12 7:00 P.M.	TENTH LECTURE The tenth lecture in the Survey of Advertising Course will deal with Direct Mail advertising - the best use of sales letters, booklets and catalogs. This lecture will be given by Edward N. Mayer, Jr. president of James Gray, Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Wednesday Dec. 14- Dec. 16	CONSULTANT SERVICE BY CAROLYN KING A promotion featuring Carolyn King will be held in the linen department of this store. Miss King will be available for consultation and will participate in promoting the sale of lace dinner cloths. Publicity: J. M. Weaver, Columbia Mills, Syracuse, N.Y.	COLUMBIA MILLS SYRACUSE, N.Y.	C. E. CHAPPELL SYRACUSE, N.Y.
Thursday Dec. 15- Jan. 27	EXHIBIT: ADV. DESIGN An exhibition of the work of the Department of Advertising Design of the Pratt Institute will be held. Publicity: Hortense Mendel, LU. 2-0100.	A-D GALLERY	130 WEST 46TH ST.
Monday Dec. 19 7:00 P.M.	ELEVENTH LECTURE The eleventh lecture in the Survey of Advertising Course will deal with outdoor and transportation advertising - its special advantages and special techniques-and will be given by D. D. McCormick, vice president of Outdoor Advertising, Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Dec. 21- Dec. 22	NATIONAL FARM ELECTRIFICATION CONFERENCE, STEVENS HOTEL, CHICAGO, ILLINOIS. PUBLICITY: RUSSELL GINGLES, PUB. DIR., 155 EAST 44TH ST., NEW YORK 17.		
Friday Dec. 23 Just out	NEW GARDENING GUIDE	BETTER HOMES & GARDENS	DES MOINES, IOWA
	A complete and authoritative gardening guide will be available on this date. It tells how to landscape your lot; care for your lawn; keep your garden in shape; plant and grow better fruits and vegetables; raise annuals, perennials, bulbs; be successful with house plants; build fences, gates, terraces, fireplaces. Hundreds of illustrations, 220 pages. In U.S.A., \$1; in Canada, \$1.25. Contact: James N. Hall, Better Homes & Gardens, Meredith Publishing Co., 1716 Locust St., Des Moines 3, Iowa.		
Dec. 25	CHRISTMAS (Holiday on Monday, December 26).		
Jan. 1	NEW YEAR'S DAY (Holiday January 2)		
Sunday Jan. 1 Going on	GOOD AMERICAN HOME PROGRAM	NATL. RET. LUMBER DLRS. U. S. SAVINGS & LOAN	FLINT & DETROIT MICHIGAN
	Under the joint sponsorship of the National Retail Lumber Dealers Assn. and the United States Savings and Loan League, the first two demonstration houses of the "Good American Home Program" will open in these two cities. This program is designed to meet the low-cost housing needs of the American public and to show them how they can afford to buy or build today's houses at today's prices and furnish and maintain them within the average family budget. The first two houses, fully furnished and equipped, will show sponsors in other cities how they, too, can build such demonstration houses. All proceeds from the public exhibition of such houses will benefit the United Cerebral Palsy Associations and will thereby assure a friendly reception for the houses. Special packages of instructions will be made available to local sponsors in other localities. These packages are geared to big cities and to towns of varying populations. Home furnishings and equipment manufacturers are urged to inquire for further details. Contact & Publicity: Ted Baldwin, Public Service Relations, 18 East 48th Street, New York 17, N.Y., MU. 8-2888.		
Jan. 5- Jan. 12	KEYSTONE CHINA AND GLASS SHOW, HOTEL FORT PITT, PITTSBURGH, PENNSYLVANIA. CONTACT: J. ANDREW SQUIRES, 1165 BROADWAY, NEW YORK CITY, MU. 3-2636.		
Jan. 5- Jan. 13	PITTSBURGH GLASS AND POTTERY EXHIBIT, HOTEL WILLIAM PENN, PITTSBURGH, PA. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday Jan. 8	ANNUAL TEXTILE REVIEW TO APPEAR	BOSTON TRAVELER AND SUNDAY HERALD	BOSTON MASSACHUSETTS
	The Annual Textile Review, a magazine issue which has now appeared for nearly half a century, will be out on this date. It will consist of a series of outstanding features written by the nation's best qualified experts on the textile industry. Contact: Percy Schwarz, Textile Review Director, Boston Sunday Herald, 80 Mason Street, Boston, Mass.		
Sunday Jan. 8- Jan. 13	SOFT GOODS SHOW IN CHICAGO	NATIONAL EXHIBITORS, INC. LANSDALE, PENNA.	HOTEL STEVENS CHICAGO, ILL.
	Curtains, draperies, linens, domestics, shower curtains and related items will be shown at the Chicago Soft Goods Show during this period. Contact: National Exhibitors, Inc., Lansdale, Pennsylvania, LA. 4791.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday Jan. 8- Jan. 21	TABLE FASHIONS EXHIBIT	HELEN CHAMBERLIN LOS ANGELES, CAL.	CARNEGIE MUSEUM PITTSBURGH, PA.
	A two weeks showing, sponsored by the Pittsburgh Sun Telegraph, will be given by Helen Chamberlin as part of her Table Fashions of 1950. This show, presenting 22 complete table settings and as many shadow box displays, will feature the fine chinas and earthenwares of the members of the California Pottery Guild. It will be staged in a wing of the Carnegie Museum which has been redecorated especially to provide the right background. Contact: Helen Chamberlin, California Pottery Guild, 315 West 9th Street, Los Angeles 15, Calif., MA. 6-4638.		
Monday Jan. 9- Jan. 20	WINTER LAMP MARKET WEEK	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
	Lamp manufacturers will display their new merchandise during the same period as the Furniture Market. Exhibits will be shown at the Merchandise Mart and the American Furniture Mart. Contact for Merchandise Mart: Mr. Padden; for American Furniture Mart: Clark B. Kelsey.		
Monday Jan. 9- Jan. 13	39TH ANNUAL CONVENTION	N.R.D.G.A.	HOTEL STATLER
	At the convention the following sessions will be of interest to those in the home furnishings field. Monday, Jan. 9, 12 noon: "Curtain-Raiser" Luncheon in Grand Ballroom. Wednesday, Jan. 11, 9:30 A.M.: Home Furnishings and Appliance Group Session on Merchandising Housewares for Profits, in Salle Moderne. Thursday, Jan. 12, 9:30 A.M.: Public Relations Session at which NRDGA's 1950 Public Relations Campaign will be revealed. Many of the other sessions dealing with merchandising, management, education and related subjects will also be of interest. Publicity: Robert Mayer, Public Relations, N.R.D.G.A., CH. 4-8780.		
Monday Jan. 9- Jan. 20	ANNUAL CHICAGO WINTER FURNITURE MARKET	INDIVIDUAL MANUFACTURERS	MERCHANDISE MART AM. FURN. MART
	The annual winter furniture market will be held on these far more convenient dates this year. Contact for Merchandise Mart: Robert B. Johnson, Room 262, Merchandise Mart. Contact for American Furniture Mart: Laurence H. Whiting, 666 Lake Shore Drive, Chicago, Illinois.		
Jan. 9-20	WINTER FURNITURE MARKET, WATERS & EXPOSITIONS BLDGS., GRAND RAPIDS, MICH.		
Jan. 9- Jan. 20	CHICAGO CURTAIN AND DRAPERY SHOW	MERCHANDISE MART AMERICAN FURNITURE MART	CHICAGO ILLINOIS
	The Chicago curtain and drapery show will be held concurrently with the winter furniture market. Publicity for Merchandise Mart, Robert B. Johnson, Merchandise Mart, Chicago. Publicity for American Furniture Mart, L.H. Whiting, 666 Lake Shore Drive, Chicago, Illinois.		
Monday Jan. 9- Jan. 21	CHICAGO WINTER CARPET MARKET	CARPET INSTITUTE EMPIRE STATE BLDG.	MERCHANDISE MART CHICAGO, ILLINOIS
	A completely individual carpet design in keeping with trends in today's home furnishings will be exhibited by each member of the Carpet Institute during this market. This will be in addition to each manufacturer's regular exhibition of new patterns. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-1651.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 10- Jan. 11	BRIDAL BUSINESS CLINIC The fifteenth Bridal Business Clinic will be held on these two days in the Crystal Gardens of the Ritz-Carlton. A Wedding Gift Registry and Home Furnishings Session take place Jan. 10 from 2 to 5 P.M. immediately followed by cocktails. Attendance: retailers from coast-to-coast and Canada, and resident buyers. Contact: Miss Alice Rydell, Brides House, Inc., 527 Fifth Avenue, New York 17, N.Y., MU. 2-1490.	BRIDES HOUSE, INC.	RITZ-CARLTON
Wednesday Jan. 11 Just out	THREE WOODWORKING BOOKS Three books, expertly and simply written and profusely illustrated, belong on the reference shelf of the home workshop. They are "Timbers for Woodwork", "Tools for Woodwork" and "Staining and Polishing." The latter would also be helpful to anyone contemplating refinishing an old piece. Publicity: Mr. Stanley Chambers, J. B. Lippincott, Philadelphia, Pa.	J. B. LIPPINCOTT	521 FIFTH AVENUE
Sunday Jan. 15- Jan. 20	N.Y. CURTAIN & DRAPERY SHOW The annual curtain and drapery show will be held on these dates in New York. Contact: H.M. Waters, National Exhibitors, Inc., Lansdale, Pa.	MANUFACTURERS	HOTEL NEW YORKER
Jan. 19- Jan. 26	NATIONAL HOUSEWARES MFRS. TRADE SHOW, CHICAGO, ILLINOIS. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO, ILLINOIS.		
Jan. 22- Jan. 25	NEW YORK STATE GIFT SHOW, HOTEL LAFAYETTE, BUFFALO, NEW YORK. CONTACT: EUGENE A. RICHARDSON ASSOC., 683 ATLANTIC AVE., BOSTON, MASS.		
Sunday Jan. 22- Jan. 27	30TH CALIFORNIA GIFT SHOW The semi-annual California Gift Show will be held on these dates in the Alexandria Hotel, Brack Shops and L. A. Merchandise Mart Bldg. Contact: Woody C. Klingborg, Director of Trade Shows, Los Angeles Trade Fair, Inc., 1151 So. Broadway, Los Angeles, 15, California.	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
Jan. 23- Jan. 26	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, MUNICIPAL AUDITORIUM, ATLANTA, GA. CONTACT: FOSTER B. STEWARD, 1492 PEACHTREE ST., ATLANTA, GEORGIA.		
Monday Jan. 23- Jan. 27	NEW YORK LAMP SHOW The Lamp Show will be held on these dates this year so as not to conflict with the Chicago and Grand Rapids markets. An entire floor of the hotel has been equipped with heavy duty electrical circuits to afford additional exhibition space. Contact: George F. Little Management, 220 Fifth Avenue, New York City, MU. 9-7147.	LAMP MANUFACTURERS	HOTEL NEW YORKER
Jan 23- Jan. 27	SOUTHWEST AIR CONDITIONING EXPOSITION, DALLAS, TEXAS. CONTACT: MR. F. ROTH, INTERNATIONAL EXPOSITION CO., PL. 5-8234.		
Monday Jan. 23- Jan. 28	NEW YORK WINTER CARPET MARKET Manufacturers will exhibit new patterns in their regular lines. In addition, each exhibitor will contribute one entirely new design which will form the nucleus of the Spring Opening when these new carpets will be released to the general public. Bigelow-Sanford will exhibit in its own showrooms at 140 Madison Avenue. Contact: Mary Burke, Fred Eldean Organization, 670 Fifth Avenue, EL. 5-7651.	CARPET INSTITUTE EMPIRE STATE BLDG.	SHOWROOMS 295 FIFTH AVENUE
Jan. 23- Jan. 28	NEW YORK WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, N.Y.C. CONTACT: MR. J.J. MELNIKER, 206 LEXINGTON AVENUE, MU. 5-1160.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 23- Feb. 4	SOUTHERN FURNITURE MARKET, SO. FURN. EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT, N.C.		
Sunday Jan. 29- Feb. 1	SIXTH CALIFORNIA CURTAIN & DRAPERY SHOW	L.A. TRADE FAIR, INC. 1151 SO. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.
	Eastern representatives as well as Western exhibitors will display their goods at the show. The theme of "California Colors for Spring" will be emphasized so that buyers can run special promotions based on it. Contact: Joe Lockwood, show director, L.A. Trade Fair, Inc., 1151 So. Broadway, Los Angeles 15, California.		
Jan. 29- Feb. 3	MIDWINTER MARKET WEEK, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		
Jan. 30- Feb. 3	LOS ANGELES FURNITURE MARKET, LOS ANGELES FURNITURE MART, LOS ANGELES. CONTACT: J. J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CAL.		
Monday Jan. 30- Feb. 10	CHICAGO GIFT SHOW	GIFT MANUFACTURERS	PALMER HOUSE
	The Chicago Gift Show will open on this date at the Palmer House, Chicago, Illinois and run concurrently with the Merchandise Mart Gift Show. Contact: George F. Little Management, 220 Fifth Avenue, N.Y.C., MU.9-7147.		
Jan. 30- Feb. 11	MERCHANDISE MART GIFT SHOW, MERCHANDISE MART, CHICAGO, ILLINOIS. PUBLICITY: ROBERT B. JOHNSON, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 31- Feb. 3	TRADE SHOW, NATL. ASSN. OF FROZEN FOOD PACKERS, CONGRESS HOTEL, CHICAGO. CONTACT: L. S. MARTIN, 1415 K ST., N.W., WASHINGTON, D.C.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Nov. 24 Just open	IRANIAN ART TREASURES	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
	Treasures from the imperial collections of Iran are now on view. Hours: 10 A.M. to 5 P.M., weekdays including Saturday; open until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.		
Sunday Nov. 27 3:30 P.M.	GALLERY TALK	BROOKLYN MUSEUM	EASTERN PARKWAY
	A lecture on "Chairs and How People Used Them" will be given as one of the Sunday afternoon series. Publicity: John Gordon, NE. 8-5000.		
Monday Nov. 28 7:00 P.M.- 10:00 P.M.	PREVIEW OF EXHIBITION	DURAND-RUEL GALLERIES	12 EAST 57TH STREET
	A preview of "What they said", a postscript to criticism, which is an exhibition for the benefit of the Museum of Modern Art upon its twentieth anniversary, will be held on this date. Tickets, \$6. Open to the public from Nov. 29 to Dec. 17; admission, 50¢. Contact: Mr. H. Elfers, Durand-Ruel, Inc., 12 East 57th Street, New York 22, N.Y., PL. 3-7037.		
Monday Jan. 2- Jan. 23	14TH CERAMIC NATIONAL EXHIBITION	ASSOCIATED AMERICAN ARTISTS	GALLERY 711 FIFTH AVENUE
	The prize-winning ceramics from the 14th ceramic national exhibition recently conducted by the Syracuse Museum of Fine Arts and the Onondaga Pottery Co. and the winning exhibits in the first national dinnerware decoration exhibition sponsored by the Museum and Commercial Decal, Inc., will jointly go on show here at this time. Publicity: Estelle Mandel, Associated American Artists, PL. 5-0711.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TELEVISION NEWS</u>			
Thursday Nov. 24 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Mr. and Mrs. Olgierd Langer will be the guests of Kathi Norris on Thanksgiving Day to discuss the new invention Mr. Langer has produced. It is the economical answer to the vogue for plant-lamps, illuminated centerpieces, and is a most novel idea. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Thursday Nov. 24 2:45 P.M.- 3:00 P.M.	TELEVISION PROGRAM CLASSIFIED COLUMN Corner-cutting suggestions for and from housewives are given every weekday at this time by Paul de Fur who conducts this program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Thursday Nov. 24 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR On Dorothy Doan's program, Howard Ketcham will demonstrate how to use color and decorative designs in the home. Mr. Ketcham will suggest ways to use your own designs on furniture, tiles, glassware and fabrics. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Friday Nov. 25 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER The New York Heart Assn. film, "Work Simplification Kitchen" will be shown on Kathi Norris' program for the first time on television. It tells ways to make the housewife's task easier. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Wednesday Nov. 30 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Marie and Joe Cowen and their two children will be the guests on Kathi Norris' program. The Cowens, who make pottery, will demonstrate the use of a potter's wheel on this program. Their specialty is making individual plates to order, such as wedding plates with names, and their glazes are unusual. Publicity: Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Tuesday Nov. 29 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Two famed Kathis will get together on the last half of this program when Kathi Norris has as her guest Kathi Urbach, noted decorative accessory designer. Miss Urbach will show for the first time over the air her new bisque figurines with mat-finished bodies draped in contrasting glossy-surfaced fabrics. These are from a special collectors' series which will be marketed in 1950. One Javanese figurine is being given as a door prize at the Home Fashions League cocktail party later on this same day. Miss Urbach will also display other items from her line of decorative fabric sculptures. Publicity for Kathi Urbach, Frances K. Carter, Max Rogel & Associates, MI. 3-(Newark) 8738. Publicity for Kathi Norris, Babs Doniger, MU. 7-0096.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE

Home Furnishings Calendar

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